

Civic Engagement Committee Minutes  
October 11, 2016  
Reuter Center Room 207

The meeting was called to order at 4:15 PM by Chairperson Sarah Reincke. The following members and guests were present: Sarah Reincke, Marie Bauer, Carol Lorts and Kirk Borland. Carol Lorts recorded the minutes.

**Call to Action for Education** – Sarah provided the attendees with written reports from Harriet and Dana regarding volunteer activities at the Asheville City schools and the Buncombe County schools, respectively. Harriet included information regarding volunteer activities, including a status on background checks for new volunteers, and the database created by ACS to identify OLLI members. Dana's report included information regarding the successful recruitment event on September 19. A discussion followed.

**Call to Action for Food Insecurity** – Marie reported that MANNA had two new volunteers, bringing the number of active volunteers to 25.

**New Call to Action for Affordable Housing and the Homeless** – Sarah reported that attendance at the September volunteer event for the new call to action was poorly attended. She suggested that going forward, other recruitment methods should be utilized, including the kiosk.

**Marketing** – Sarah reported that there will be a taped radio interview on WPBM. The interview, with Marie, Vinod and Sarah, will be conducted by David Langdon the OLLI's Marketing Committee. She explained that the goal of the interview is to include "evergreen" information that can be utilized throughout the year and that the primary focus of the interview would be the Food Insecurity call to action. A discussion followed.

Sarah then noted that the banner has been ordered, the kiosks are active and being utilized and the CEC web page has been updated.

**OLLI Strategic Goals** – The attendees spent the remainder of the meeting discussing the strategic plan for 2017-2022 and related strategic priorities. Among the initiatives considered were end-of-life classes/presentations and other opportunities for UNCA alumni during reunions and homecoming events; engaging the UNCA KEY center for joint activities with UNCA students; and offering classes through the College for Seniors program on the various local volunteer and community service agencies (similar to the Appalachian Sampler class format).

There being no further business, the meeting was adjourned at 4:50.

Respectfully submitted by Carol Lorts